

EST 1898

T·M·LEWIN

JERMYN ST. LONDON

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Module Code: BMSW 4004

Module Title

Problem Solving and Decision Making

Lecturer's Name

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Assignment Title

Problem Solving and Decision making



ABOUT TM LEWIN

- Started journey on 1898 (An epic tale of 120 years)
- 70 Million shirts sold so far
- Specialized in making shirts for MEN
- Staffs Number around 50
- 150 shops worldwide
- Established as the PREMIUM brand for MEN's shirt
- Follow Brick & Mortar model from the very beginning

PROBLEM ANALYSIS FOR EMPLOYEES AND ORGANIZATION



- Advent of Pandemic
- Rise of inflation
- Huge and ever growing operational cost
- Low profit
- Traditional model of business

PEST ANALYSIS

POLITICAL

ECONOMIC

SOCIAL

TECHNOLOGICAL

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CAUSE & EFFECT ANALYSIS USING FISHBONE DIAGRAM



ALTERNATIVE SOLUTIONS TO OVERCOME THE RISING PROBLEM



- Location Centric Marketing
- The New Climate of Shopping
- The Importance of Being Mobile
- A Reshaped Retail Footprint
- Experiential Marketing
- Offer a Broader Range of Products
- Outsource various departments to reduce cost without compromising quality
- Apply for Government grant or bail out plan, if possible
- More diverse collaboration with other organizations for
- Sustainability
- Following successful survivors in the industry
- Getting Personal while Staying Remote
- Humanizing Retail through Data



ANY
QUESTIONS?